

**(16-MP)**

### **Disability Awareness Month**

#### **MEDIA PUBLIC SERVICE ANNOUNCEMENTS**

Newspapers, magazines, and radio stations will often run public service announcements (PSAs) that provide information of general public interest or benefit. The PSAs are promoted by a not-for-profit organization or government office. Enclosed is this year's print PSA about Disability Awareness Month and are three sample Radio PSAs (30-second, 20-second and 10-second versions). The following instructions will help you place the PSA with local media for publication in March

#### **Schedules and Media Contacts**

First, call your local print publication(s) and radio stations and ask who handles public service announcements and speak to that person if possible. Also, ask how far in advance the publication will need your materials. A daily newspaper might only need the materials a week in advance, while a newsletter or radio station might require a month or more. Don't forget to contact all area radio stations, and publications, including daily and weekly newspapers, hospital newsletters and publications, church newsletters, newsletters for organizations (such as your chamber of commerce) and newsletters for major companies. Radio or TV stations might also offer airtime during a talk show. You might want to take advantage of this additional opportunity to convey your message to the public.

In most instances, public service announcements are provided on an “as space is available” basis. Remember, the PSA is running as a free service, so you should not expect specific placement.

## **Preparing the PSA**

### **Print**

The Print PSA is camera-ready artwork and should be handled with care. Scratches and dirt will hinder reproduction quality. Do not fold or photocopy the PSA. (If you need additional copies contact Kim Dennison at (317) 631-6400 (voice), (317) 631-6499 (fax) or [kdennison@bjmpr.com](mailto:kdennison@bjmpr.com) (e-mail).) When mailing, place the PSA in a large envelope between two pieces of cardboard. The PSA sizes we have provided are standard. Publications with different requirements should be able to adjust the PSA to suit their format.

You might want to localize the print PSA to replace the “Indiana Governor’s Council for People with Disabilities” tag with your organization name. To do that, you’ll need to have your organization name, address and phone number typeset. Once the new information has been typeset and “pasted up” over the Governor’s Council for People with Disabilities lines by the typesetter, request one or more “photostats” depending on the number of publications you plan to contact. A fresh stat eliminates the risk that the new type will fall off en route or while the newspaper is being produced. Note: We recommend that you obtain a cost estimate from the typesetter before you proceed. In some cases, the publication might be willing to do this work for you in-house at little or no charge.

### **Radio**

You will need to retype the sample Radio PSA onto your own letterhead and fill in the appropriate “blanks.” If you don’t have letterhead, use clean, white heavy bond paper (not erasable or onionskin).

The scripts close with an Indiana Governor’s Council for People with Disabilities tag. When you retype the scripts, you can change the tagline by replacing it with your organization’s name and/or phone number. Be careful when adding any copy to the PSA scripts, because they have already been timed for 30-, 20- and 10-second lengths. If you add a long tagline to the

copy, the PSA time length will be changed. Be sure to double check the length of the PSA by reading through the copy (not too fast!) and timing yourself with a stopwatch.

### **Delivery**

If possible, hand-deliver the PSA along with a cover letter. Personal delivery helps prevent your PSA from getting lost in the shuffle or buried under other mail. There are two sample cover letters enclosed; one for a print publication and one for a radio station.

Retype the letter on your stationary and feel free to make changes to personalize it. Be sure your cover letter lists the materials you are sending. Also provide a contact person and phone number for whom the media representative can call for more information. It might encourage the media representative to use your PSA if the executive director or chairperson of your organization signs the letter.

### **Tracking Coverage and Follow Up**

In order to track which stations and publications run the PSA, obtain copies of and review all the print publications to which you sent PSA materials. You can also contact radio stations in April to ask if they used the PSA and how many times it ran.

Follow up with a thank you letter to the stations and publications that run your PSA. The media representative has “donated” space to help you and will appreciate sincere thanks. The enclosed sample can be used as a guide. We encourage you to personalize your letter(s). Again, it might be best if the executive director or chairperson of your organization signs the letter.

(Sample Print Publication Cover Letter)

(Date)

Mr. (John Doe)  
(Title)  
(XYZ Publication)  
(123 Main Street)  
(Anytown), Indiana (46000)

Dear (Mr. Doe):

March is Disability Awareness Month. On behalf of the (Anytown Support Group for People with Disabilities), I would like to encourage you to take an active role in our celebration by printing the enclosed public service announcement sometime in March.

We believe that educating our community members to recognize that people with disabilities should be treated like everyone else will help us break down barriers and negative attitudes that prevent all community members from leading the fullest, most productive lives possible. The (Anytown Support Group) is planning several activities in conjunction with Disability Awareness Month. (Briefly describe activities.)

Thank you for your interest and support. I have enclosed background materials to give you more information about our organization and about disabilities. If you have questions or need additional information, please call me or (Jack Smith) at (123-4567).

Sincerely,

(Your Name)  
(Title)  
(Organization)

Enclosures

(Sample Radio PSA Cover Letter)

(Date)

(Mr. John Doe)  
Public Service Director  
(WXYZ Radio)  
(123 Main St.)  
(Anytown), Indiana (46000)

Dear (Mr. Doe):

Thank you for your support of Disability Awareness Month. Enclosed are three PSA scripts: a 30-second, 20-second and 10-second version. The PSAs stress that people with disabilities should be treated like everyone else – like people.

As I mentioned on the phone, March is Disability Awareness Month. The (Anytown Support Group for People with Disabilities) appreciates (WXYZ)'s effort to educate our community members about people with disabilities.

Please call me at (123-4567) if you need additional information on the PSAs or Disability Awareness Month.

Thank you for your assistance.

Sincerely,

(Your name)  
(Title)

Enclosures

(Sample Thank You Letter)

(Date)

(Mr. John Doe)  
Public Service Director  
(WXYZ Radio or WXYZ publication)  
(123 Main St.)  
(Anytown), Indiana (46000)

Dear (Mr. Doe):

Thank you for promoting Disability Awareness Month by using the public service announcements we mailed to (WXYZ).

Your generosity helped the (Anytown Support Group for People with Disabilities) remind our community that people with disabilities should be treated like everyone else – like people. As the 14th anniversary of the Americans with Disabilities Act approaches, many of the barriers and negative attitudes facing people with disabilities are being eliminated through comprehensive campaigns and educational tools such as these PSAs.

The (Anytown Support Group) commends you and (WXYZ) for participating in Disability Awareness Month. We would be happy to serve as a source of information and support for any of your future activities that relate to people with disabilities.

Thanks again.

Sincerely,

(Your name)  
(Title)

**PUBLIC SERVICE ANNOUNCEMENT**

<b>Contact:</b>	(NAME)	<b>Start:</b> March 1, 2007
	(E-MAIL)	<b>Stop:</b> March 31, 2007
	(PHONE NUMBER)	<b>:30</b>

**“CELEBRATE DISABILITY AWARENESS MONTH IN MARCH”**

**ANNOUNCER**

MOVING INTO A NEW NEIGHBORHOOD MEANS MEETING NEW FRIENDS AND EXPLORING NEW PLACES.

AS A CHILD, YOU MAY HAVE BEEN NERVOUS ABOUT FACING A BIG MOVE, BUT THE POSSIBILITY OF NEW FRIENDSHIPS HELPED MAKE THAT FEAR DISAPPEAR.

BEING OPEN TO MEETING ALL TYPES OF PEOPLE CAN LEAD TO FRIENDSHIPS THAT LAST A LIFETIME.

HOME IS WHERE THE HEART IS.

MAKE ROOM FOR EVERYONE IN YOUR HEART AND IN YOUR COMMUNITY.

(PAUSE)

MARCH IS DISABILITY AWARENESS MONTH IN INDIANA.

A REMINDER FROM THE INDIANA GOVERNOR’S COUNCIL FOR PEOPLE WITH DISABILITIES.

**PUBLIC SERVICE ANNOUNCEMENT**

**Contact:** (NAME)  
(E-MAIL  
(PHONE NUMBER)

**Start:** March 1, 2007  
**Stop:** March 31, 2007  
**:20**

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	(PHONE NUMBER)	<b>:10</b>

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